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PLAYSTATION®3

PRODUCT GUIDELINES

VERSION 1.0

PLAYSTATION® 3

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LET'S START FROM THE BEGINNING

THE PURPOSE OF THIS GUIDE

This document is intended to offer a consistency of approach when talking about PLAYSTATION®3 and its marketing collateral.

Providing clear and consistent guidance on all image issues relating to PLAYSTATION®3, the PLAYSTATION®3 Product Guidelines document ensures that all PLAYSTATION®3 marketing activity is appropriate and reflects the identity of the PlayStation® family brand.

BACKGROUND

PLAYSTATION®3 is the next generation home computer entertainment system from Sony Computer Entertainment. PS3™ employs the latest innovative technologies to provide a new world of high definition, multi-media interactive experiences.

- Experience amazingly realistic gaming – living the excitement first-hand, in real-time.
- Watch High Definition, interactive movies at home with it's state-of-the-art Blu-ray™ Disc player.
- Experience unbeatable picture quality - visuals are flawlessly crisp and clear with full 1080p High Definition support.
- Enjoy new ways to play with the revolutionary motion-sensitive SIXAXIS™ Wireless Controller.
- Store movies, music, games & downloads in one fully customisable place with PS3™'s built in hard disk drive.
- Broadband connectivity for easy access to the PLAYSTATION®Network and a world of online entertainment – from multiplayer social gaming to community and chat features and downloadable multimedia content.
- Backwards compatible with thousands of classic PS®one and PlayStation®2 titles.

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PLAYSTATION®3 PRODUCT SIGNATURE COLOURS AND DISTRIBUTION

PANTONE, CMYK & RGB COLOURS

Pantone
187

C. M. Y. K.
13. 100. 87. 15.

R. G. B.
196. 18. 48.

C. M. Y. K.
0. 0. 0. 40.

R. G. B.
151. 153. 156.

C. M. Y. K.
0. 0. 0. 85.

R. G. B.
76. 77. 79.

C. M. Y. K.
50. 100. 100. 100.

R. G. B.
2. 0. 0.

C. M. Y. K.
50. 50. 50. 100.

R. G. B.
0. 0. 0.

DISTRIBUTION OF COLOURS

Red 2 Step Gradient
Location 1 = 0% Location 2 = 100% Midpoint 87%
1 2

Grey 3 Step Gradient
Location 1 = 0% Location 2 = 23.6% Location 3 = 100%
1 2 3

Image Space	76%	Grey Highlight	2%
Red Gradient	8%		
Black Gradient	16%		

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PLAYSTATION®3 PRODUCT ANCHOR DEVICE

BRAND ANCHOR DEVICE

Anchor components
The PLAYSTATION®3 Product anchor device consists of 3 sections - the red graduated section, the black graduated section containing the PLAYSTATION®3 logotype and This is Living logo and the PlayStation® Family Brand artwork divider.

For all standard POS items, this anchor device has already been placed into templates for ease of use. When creating more bespoke materials with varying widths, a step by step guide has been produced showing how to create this device. You can find this guide starting in section 4.01 of these guidelines.

When scaling the anchors, please scale appropriately and as a group.

'This is Living' logo
The 'rendered' version to be used on all Point of Sale and marketing materials

PlayStation Family Brand device artwork divider
See 'PlayStation® Family Brand signature colours and distribution'.

Red gradiated anchor
See 'PLAYSTATION®3 Product signature colours and distribution'.

Grey gradiated anchor
See 'PLAYSTATION®3 Product signature Colours and Distribution', section 2.01

PLAYSTATION®3 logotype
Isolation zone to be maintained from family and PLAYSTATION®3 logotype (see 'Trademark and Logo Usage for PLAYSTATION®3 Software').

N.B. template shown is not actual size.

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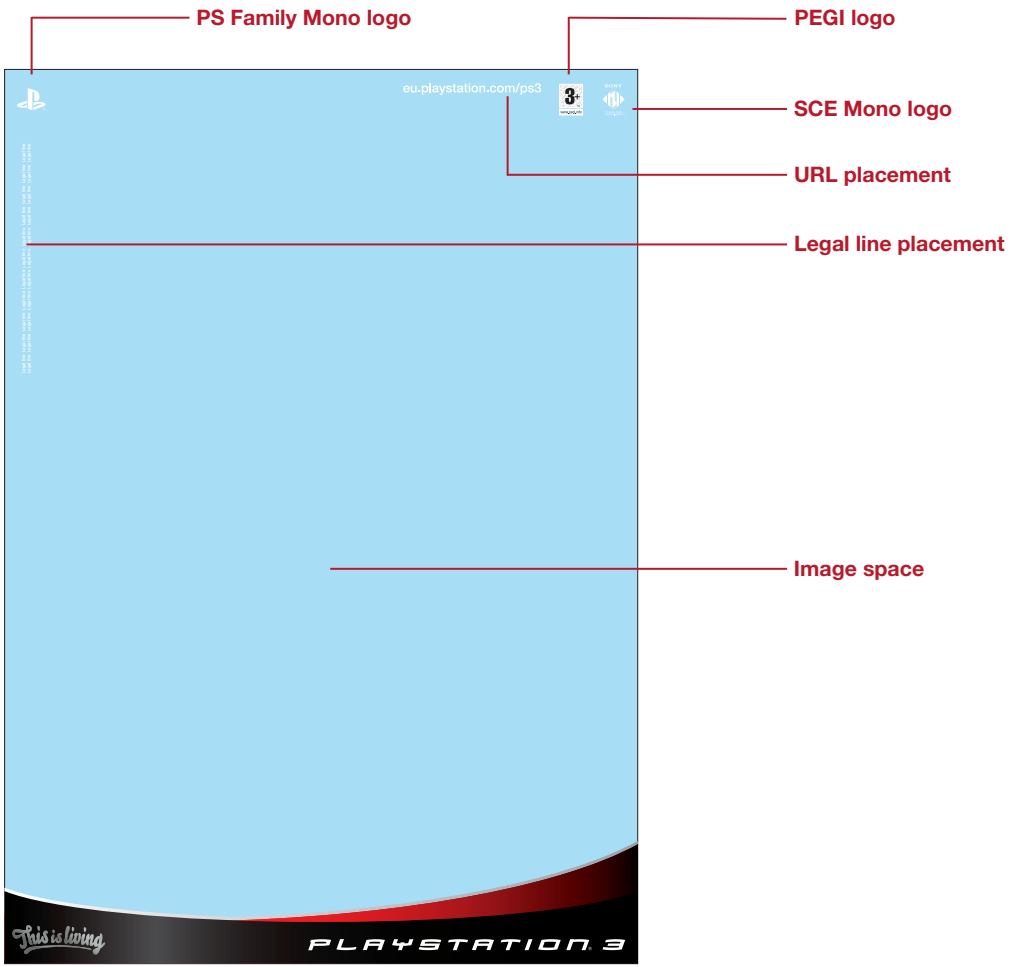
POS A4 (BRAND AND SOFTWARE) TEMPLATE

PLAYSTATION®3 FORMAT

Size
Standard A4 measures 210 x 297mm.

Colour
The specified colour should be reproduced correctly, referring to the PLAYSTATION®3 product set colour and colour distribution guide.



N.B. template shown is not actual size.

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EUROPEAN PAPER SIZES COMPARISON (BRAND AND SOFTWARE)

PLAYSTATION®3 FORMAT

Scaling

When creating materials at an A size, simply take the A4 Brand template and scale up or down as appropriate. All template items should be scaled as a group although any type should have a minimum point size of 4pt in order to ensure optimum quality at time of printing.

Colour

The specified colour should be reproduced correctly, referring to the PLAYSTATION®3 brand set colour and colour distribution guide.

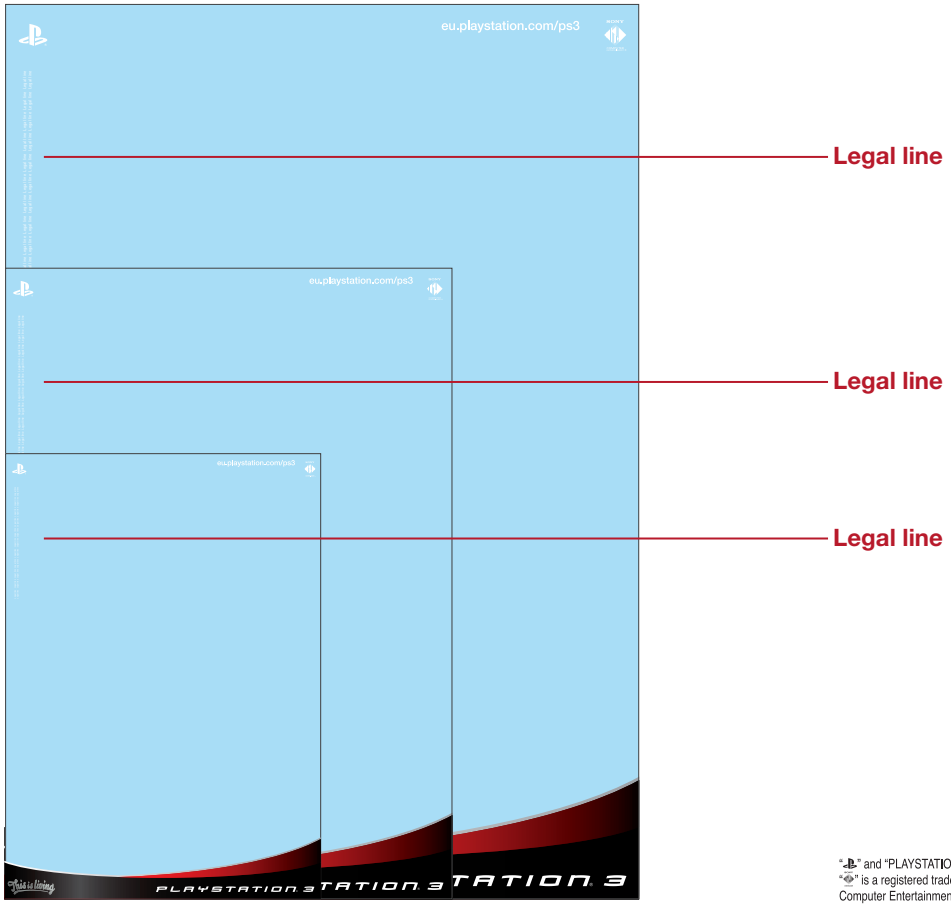
Artwork and Image Space

Artwork should never sit above the anchor device.

European Paper Sizes

A1	594 x 841mm
A2	420 x 594mm
A3	297 x 420mm
A4	210 x 297mm
A5	148 x 210mm
A6	105 x 148mm

N.B. template shown is not actual size.



"PS" and "PLAYSTATION" are registered trademarks of Sony Computer Entertainment Inc. "PS3" is a registered trademark of Sony Corporation. "This is Living" is a trademark of Sony Computer Entertainment Europe. [insert additional legal line if required]. All rights reserved.

POS LANDSCAPE A4 (BRAND AND SOFTWARE) TEMPLATE

PLAYSTATION®3 FORMAT

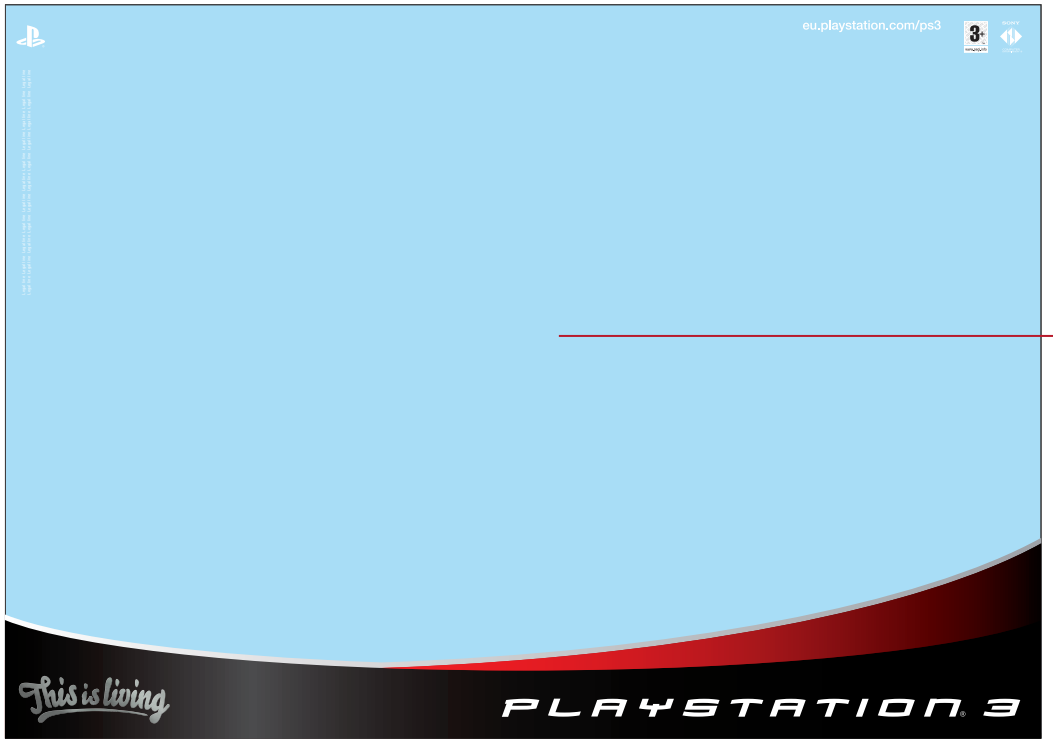
Minimum size

The A4 Landscape template is essentially identical to the standard A4 template but orientated differently.

Standard A4 measures 297 x 210mm.

Colour

The specified colour should be reproduced correctly, referring to the PLAYSTATION®3 brand set colour and colour distribution guide.



N.B. template shown is not actual size.

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POS VERTICAL BANNER (BRAND AND SOFTWARE) TEMPLATE

PLAYSTATION®3 FORMAT

Minimum size
Can be scaled accordingly, with minimum size defined by minimum legible type sizes at time of printing.

Colour
The specified colour should be reproduced correctly, referring to the PLAYSTATION®3 brand set colour and colour distribution guide.

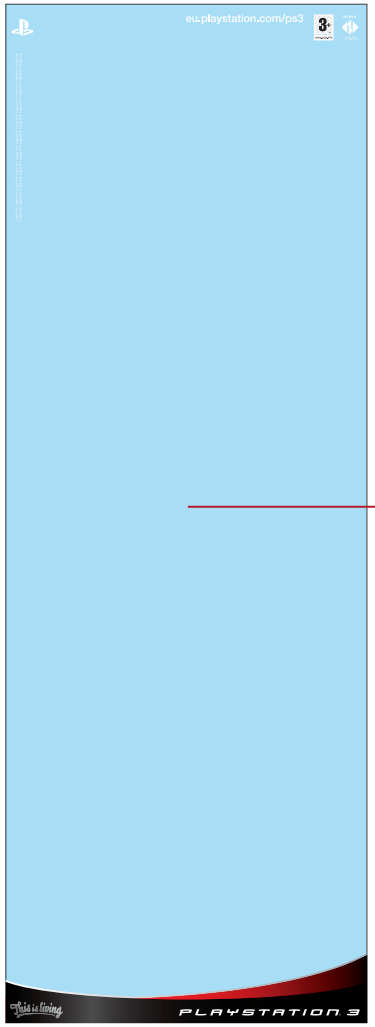

Image space

N.B. template shown is not actual size.

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POS CUBE (BRAND AND SOFTWARE) TEMPLATE

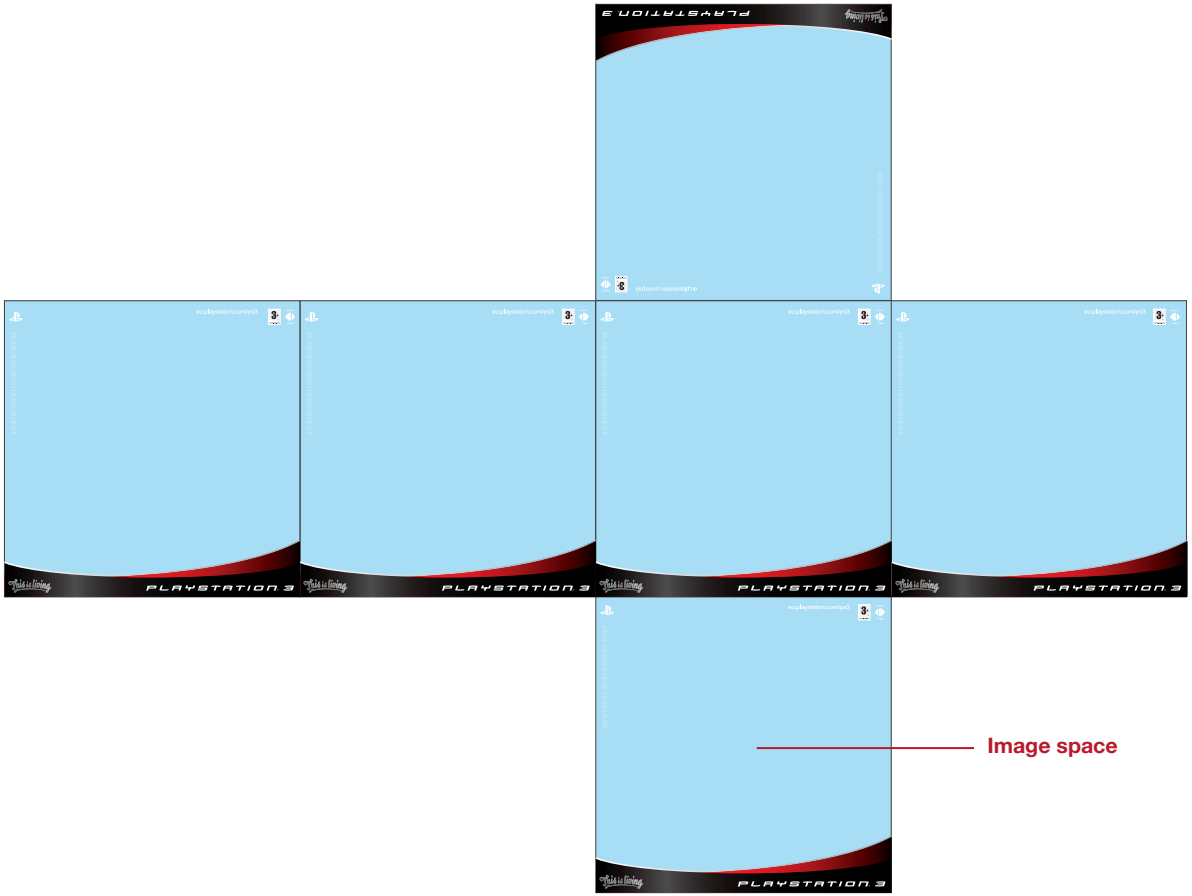
PLAYSTATION®3 FORMAT

Minimum size
Based on POS Square Software template, this can be scaled accordingly.

All measurements correspond directly with POS Square Software template.

Colour
The specified colour should be reproduced correctly, referring to the PLAYSTATION®3 brand set colour and colour distribution guide.

Legal Line
The Legal Line need only appear on one face of the cube.



N.B. template shown is not actual size.

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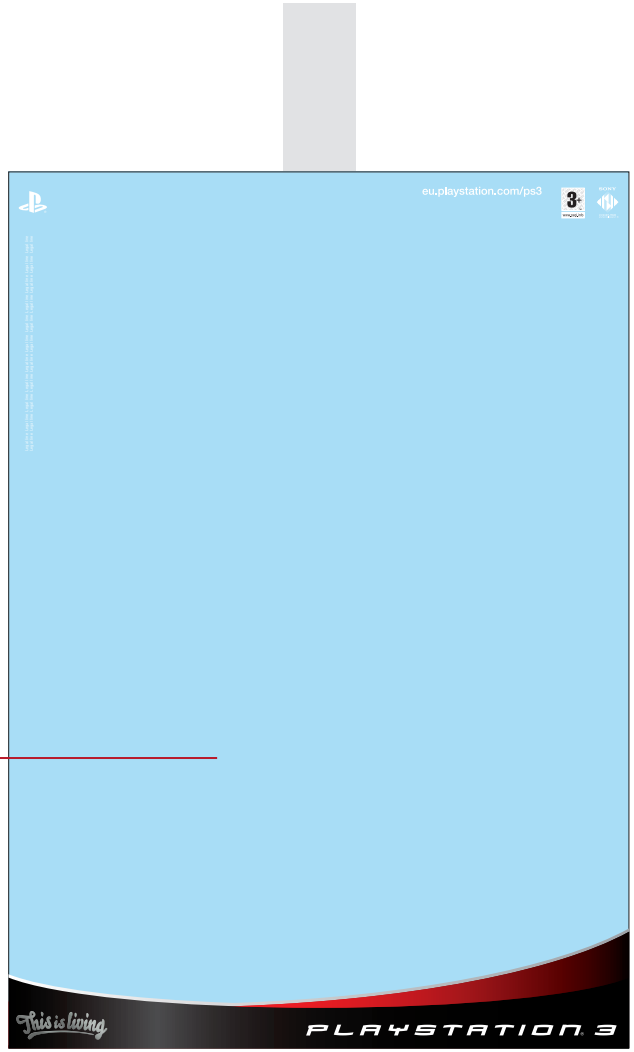
POS “WOBBLER” (BRAND AND SOFTWARE) TEMPLATE

PLAYSTATION®3 FORMAT

Minimum size
Can be scaled accordingly, with minimum size defined by minimum legible type sizes at time of printing.

Colour
The specified colour should be reproduced correctly, referring to the PLAYSTATION®3 brand set colour and colour distribution guide.



N.B. template shown is not actual size.

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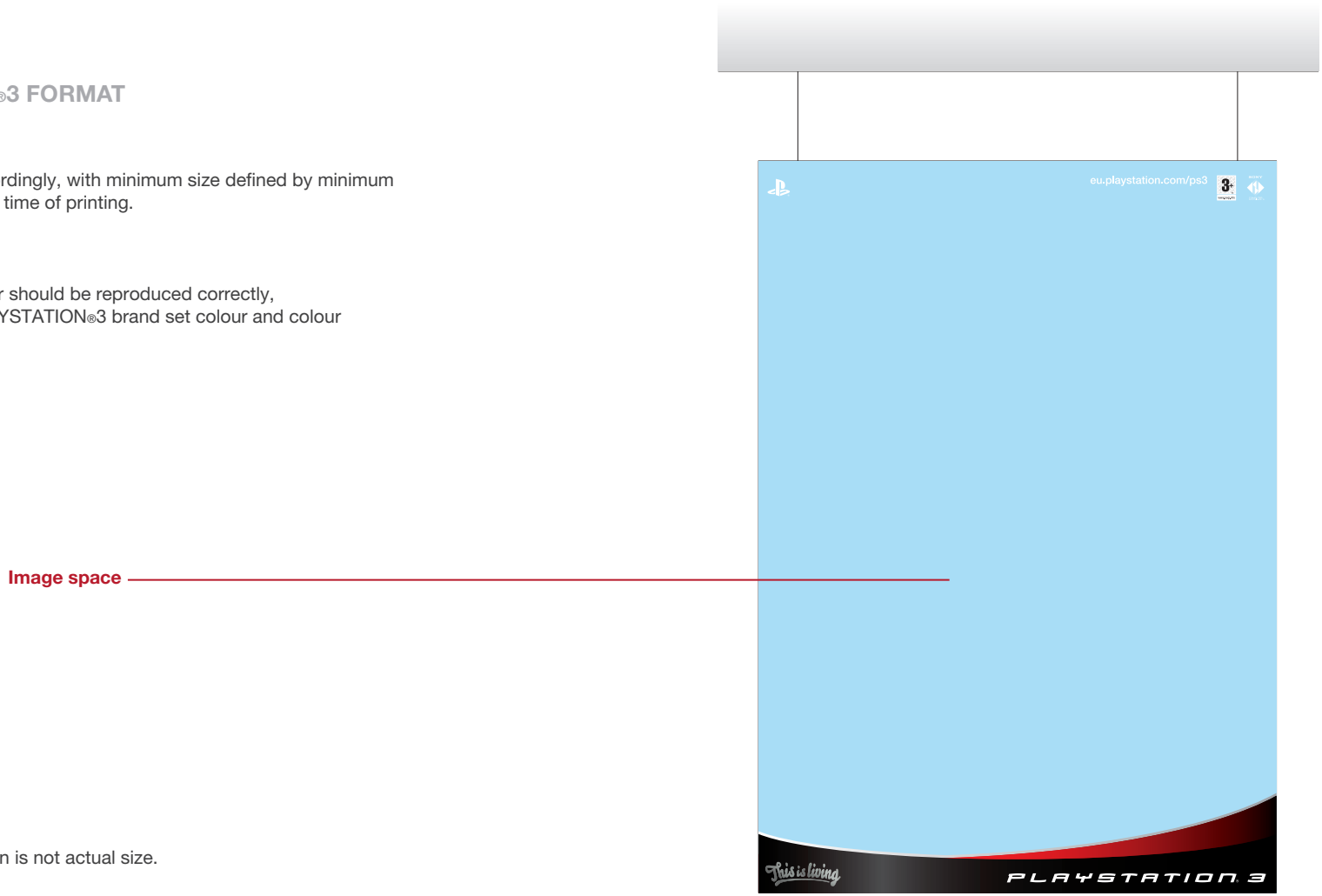
POS MOBILE (BRAND AND SOFTWARE) TEMPLATE

PLAYSTATION®3 FORMAT

Minimum size
Can be scaled accordingly, with minimum size defined by minimum legible type sizes at time of printing.

Colour
The specified colour should be reproduced correctly, referring to the PLAYSTATION®3 brand set colour and colour distribution guide.



N.B. template shown is not actual size.

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POS SQUARE (BRAND AND SOFTWARE) TEMPLATE

PLAYSTATION®3 FORMAT

N.B. template shown is not actual size.

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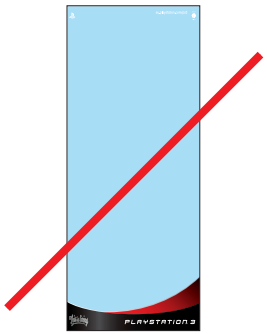
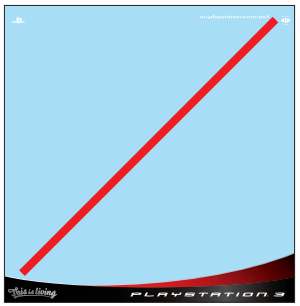
INCORRECT (BRAND AND SOFTWARE) TEMPLATE USAGE

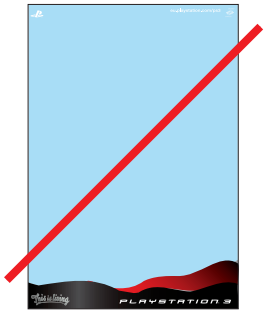
INCORRECT TEMPLATE USAGE



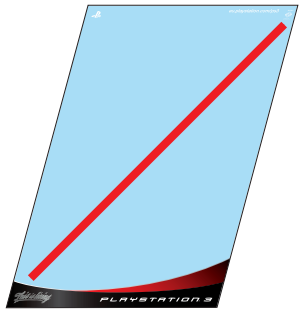
Do not elongate the template without regards to proportion



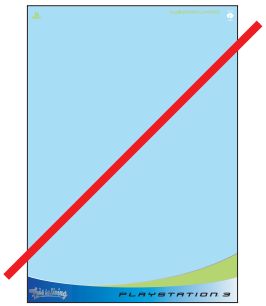
Do not elongate the template without regards to proportion



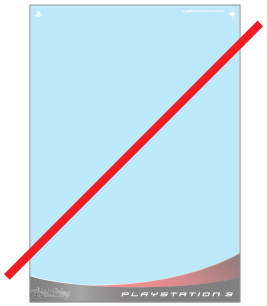
Do not skew or warp template in any way



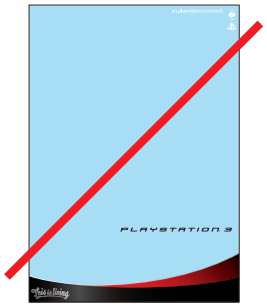
Do not skew the template in any way



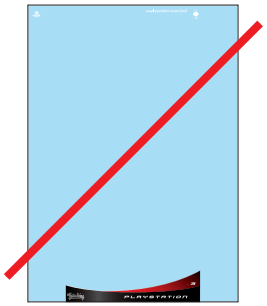
Do not change the colour of the template



Do not alter the transparency of the template



Do not alter the positioning of the Brand logos



Do not alter the scale of the PLAYSTATION®3 anchor device

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LEGAL LINE PLACEMENT FOR (BRAND AND SOFTWARE) LITERATURE

PLAYSTATION®3 FORMAT

Legal Line

Please place Legal Line as shown on either diagram.

The Legal Line uses the font Helvetica Neue 65 Medium with kerning set to 0.

On an A4 document the letter size is set to 4pt.
Please scale appropriately when using with other documents ensuring a minimum point size of 4pt to ensure legibility when printed.

Colour

The Legal Line should always be presented in the following colours:

90% Black on light coloured backgrounds

White on dark coloured backgrounds

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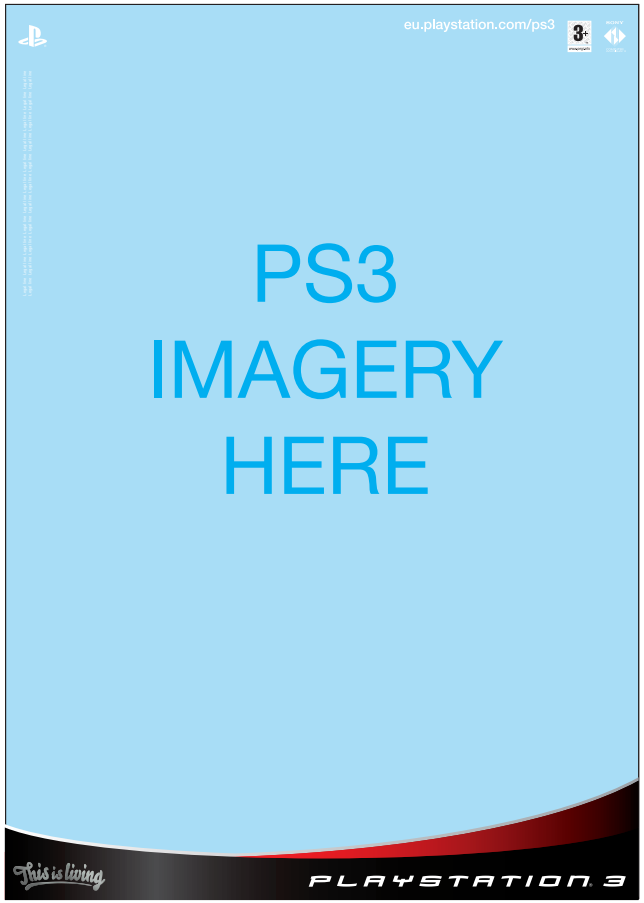
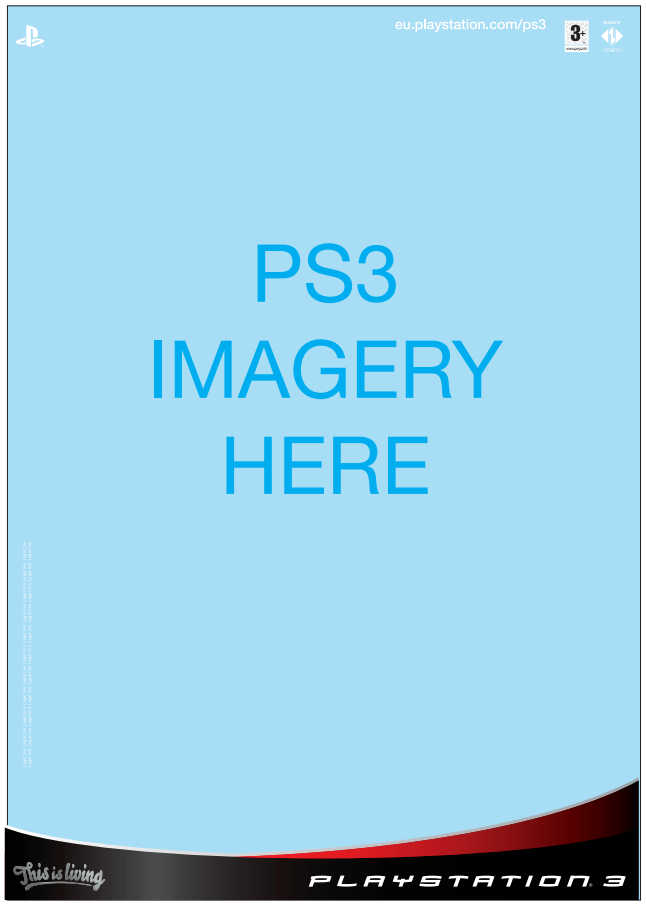
POS A4 (BRAND AND SOFTWARE) IMAGE SPACE EXAMPLES

PLAYSTATION®3 FORMAT

Size
Standard A4 measures 210 x 297mm.

Colour
The specified colour should be reproduced correctly, referring to the PLAYSTATION®3 brand set colour and colour distribution guide.





N.B. template shown is not actual size.

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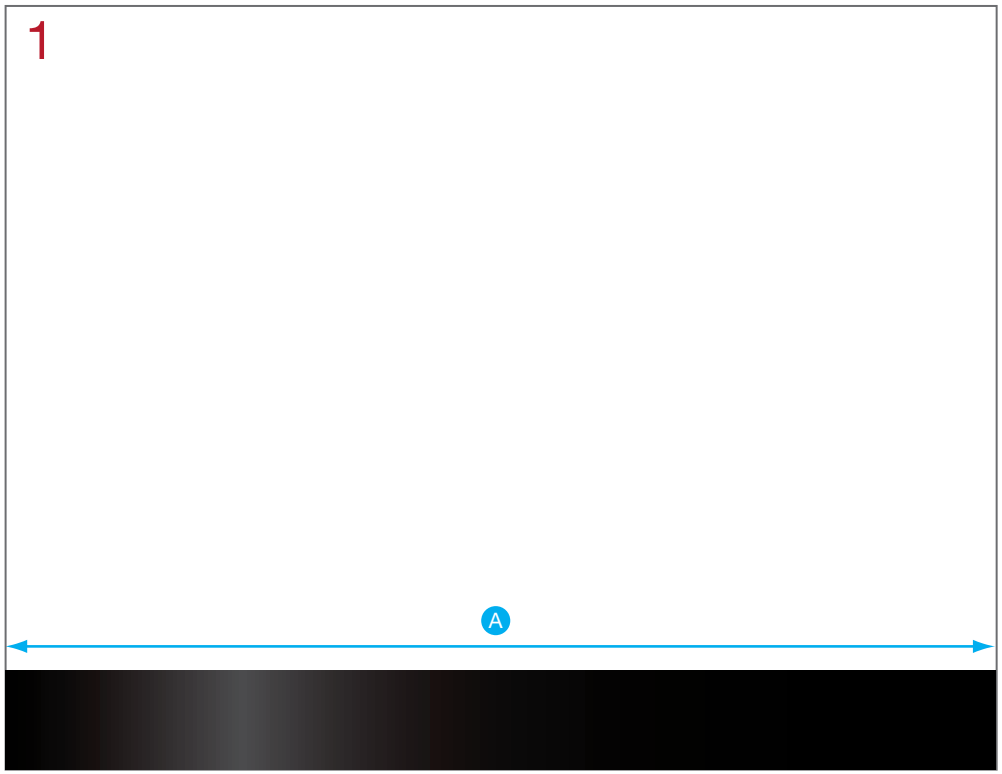
PLAYSTATION®3 PRODUCT ANCHOR DEVICE - HOW TO CREATE

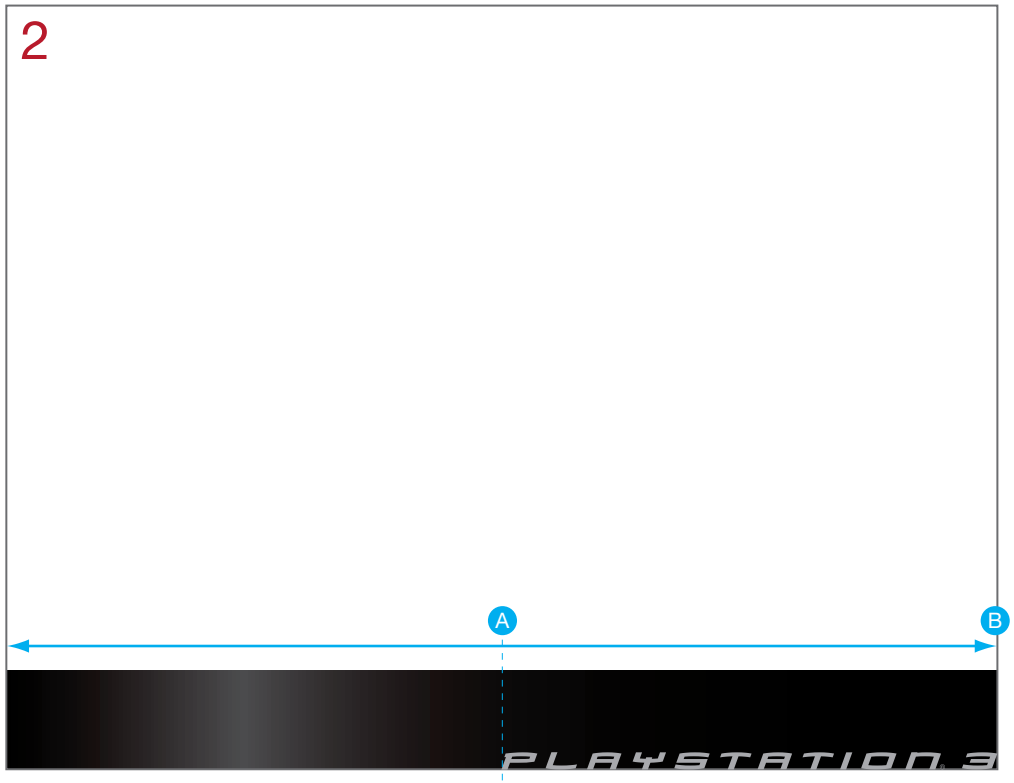
WHEN STANDARD PAPER SIZES DO NOT APPLY

When there is a need to create an item that cannot be scaled from any of the templates shown in this guideline document, follow this step by step guide to create an anchor device relevant to the item you are creating.



Step 1

Create your desired page size. Draw a black graduated box the width of the desired media.
The width is (A).



Step 2

Work out the mid-point of the width of (A) and insert a vertical dashed line.
Place a PLAYSTATION®3 LOGOTYPE into the black graduated box and make this half the width of (A), from the mid-point to the right hand edge (B)

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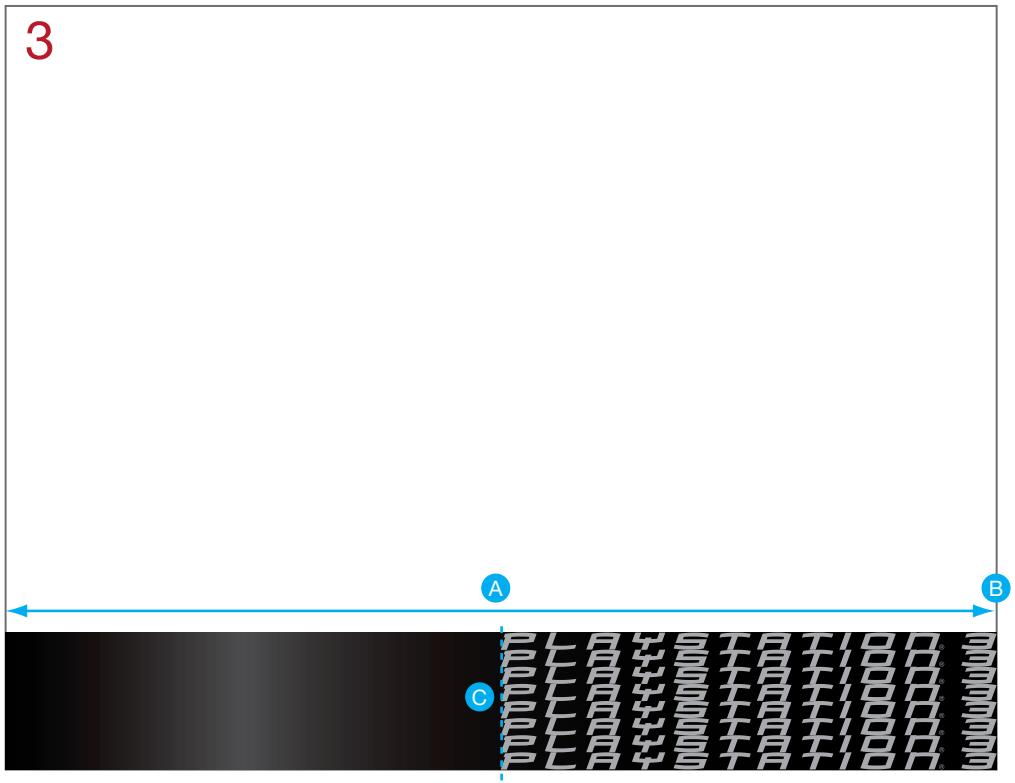
PLAYSTATION®3 PRODUCT ANCHOR DEVICE - HOW TO CREATE

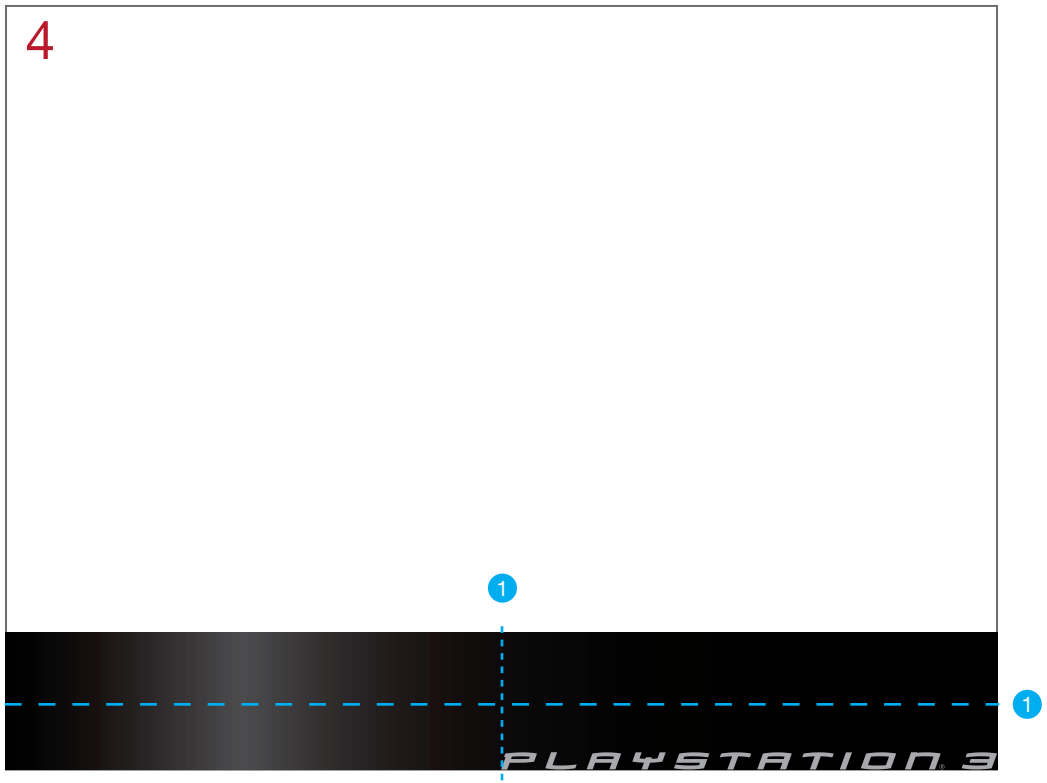
WHEN STANDARD PAPER SIZES DO NOT APPLY

When there is a need to create an item that cannot be scaled from any of the templates shown in this guideline document, follow this step by step guide to create an anchor device relevant to the item you are creating.



Step 3

Duplicate the PLAYSTATION®3 LOGOTYPE eight times high, this height now indicates the height of the black graduated box which will form the PLAYSTATION®3 anchor device. This height is (C)



Step 4

Add a horizontal and vertical guide marking out the midpoints (1) on both axis

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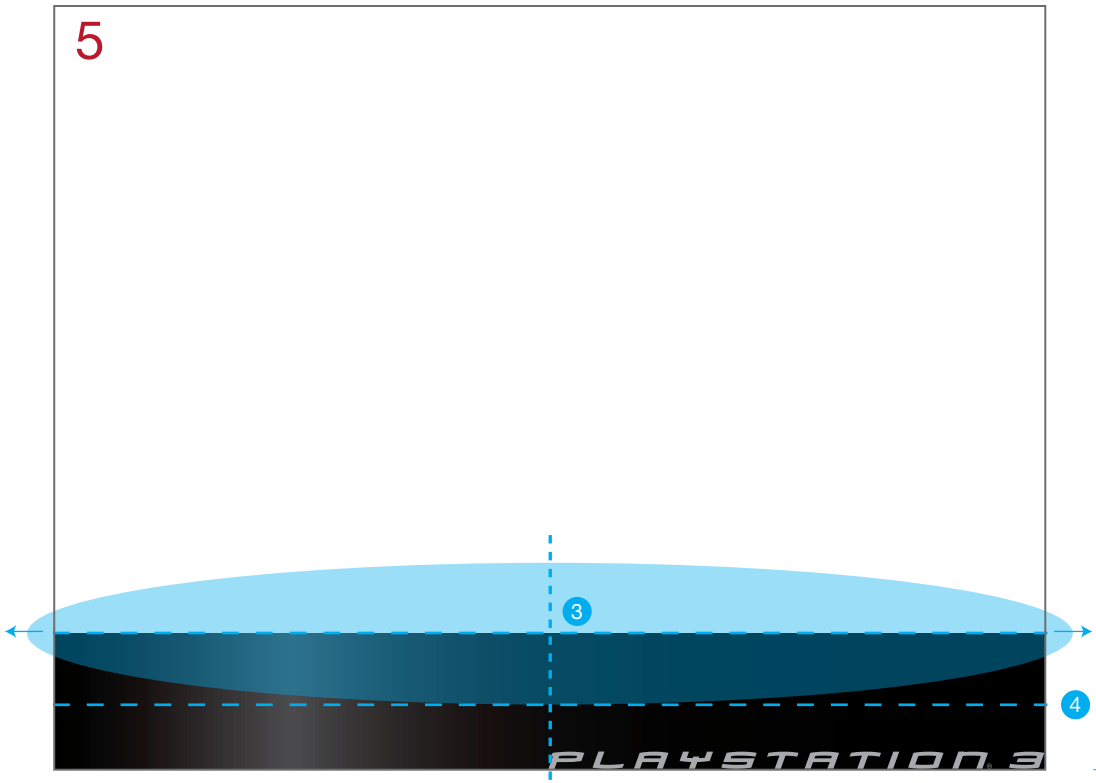
PLAYSTATION®3 PRODUCT ANCHOR DEVICE - HOW TO CREATE

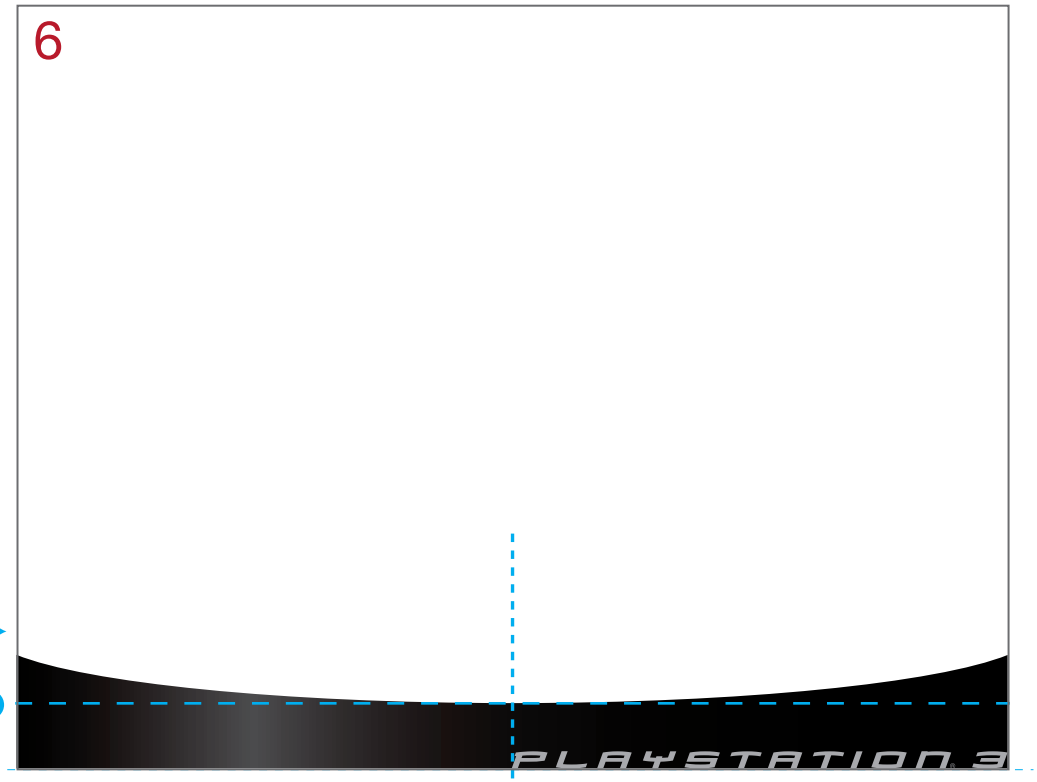
WHEN STANDARD PAPER SIZES DO NOT APPLY

When there is a need to create an item that cannot be scaled from any of the templates shown in this guideline document, follow this step by step guide to create an anchor device relevant to the item you are creating.



Step 5

Add a horizontal guide across the top of the black graduated box. Create an ellipse and arrange as above, making sure the ellipse's midpoints (3) are aligned to the top edge of the black graduated box's horizontal midpoint (4). Pull the left and right edges of the ellipse to just clear the page's edges.



Step 6

Select both the ellipse and the black graduated box and go to **Pathfinder > Subtract.**
Then select **Expand** to create the black graduated part of the PLAYSTATION®3 Product anchor device.

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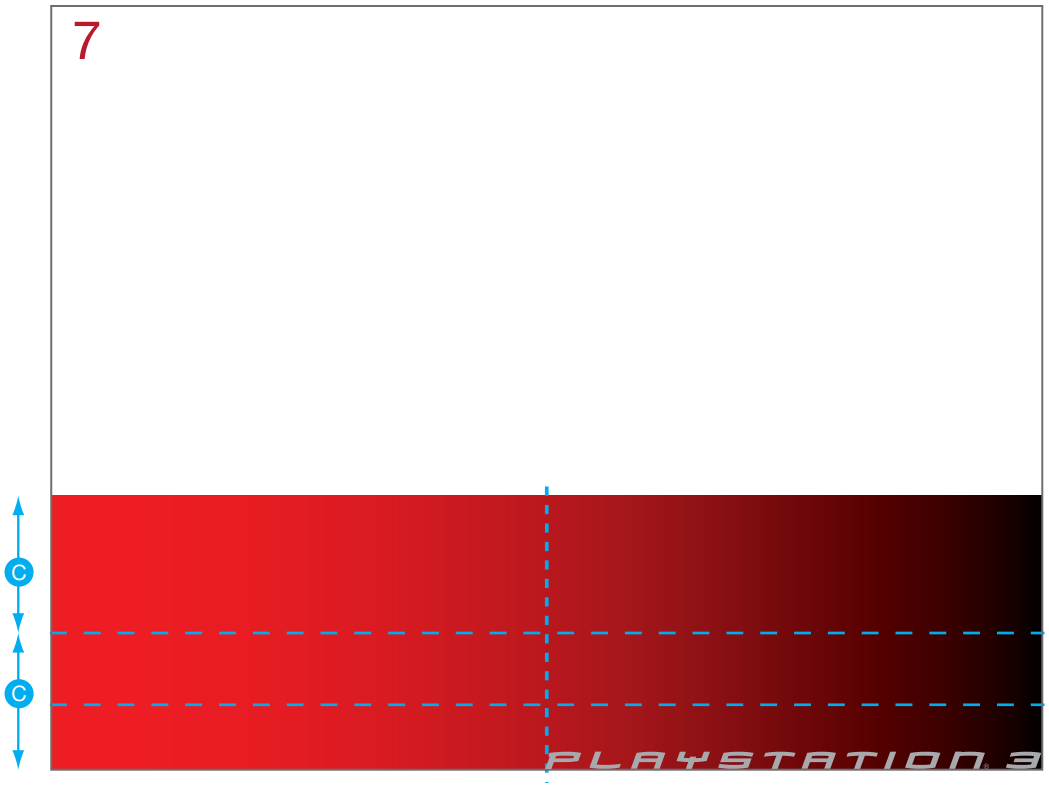
PLAYSTATION®3 PRODUCT ANCHOR DEVICE - HOW TO CREATE

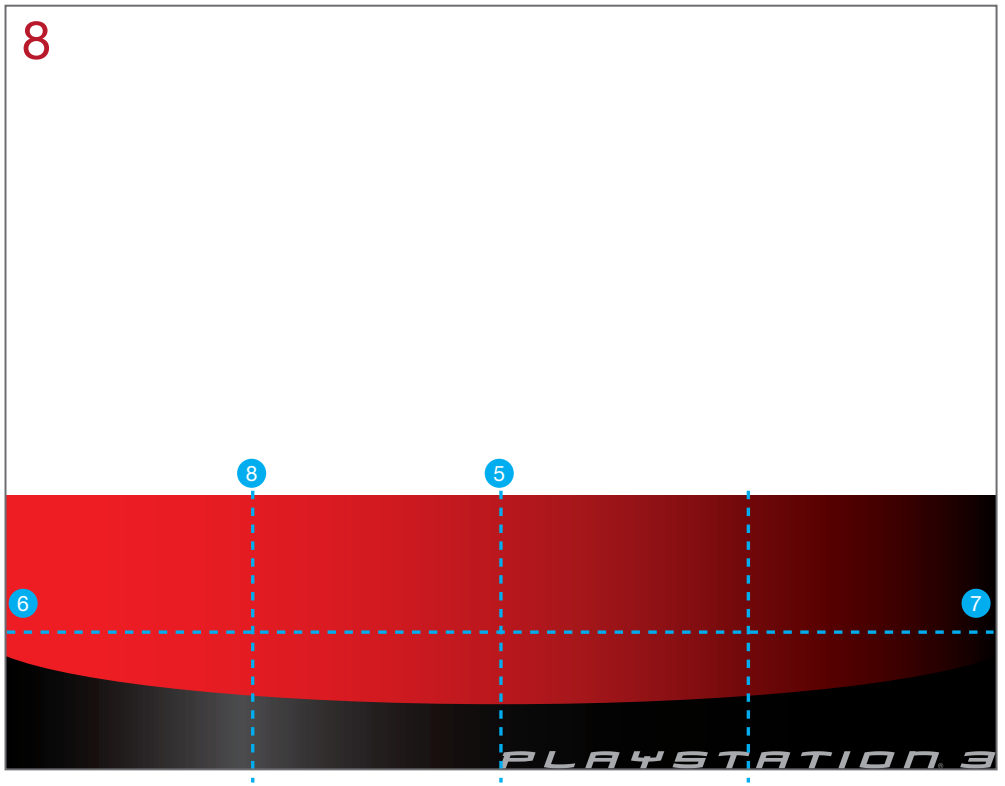
WHEN STANDARD PAPER SIZES DO NOT APPLY

When there is a need to create an item that cannot be scaled from any of the templates shown in this guideline document, follow this step by step guide to create an anchor device relevant to the item you are creating.



Step7

Create another box and place this directly above the PLAYSTATION®3 Product anchor device. This box should be twice the height of the black graduated shape you have just created, 2x (C), and be coloured with the PLAYSTATION®3 red gradient.



Step 8

Send the red graduated box to the back. Find the vertical centre point (5) of the red graduated box, and divide into two equal halves to the left and right of this (6) + (7). In the first half (6), add a vertical guide to mark the vertical midpoint (8).

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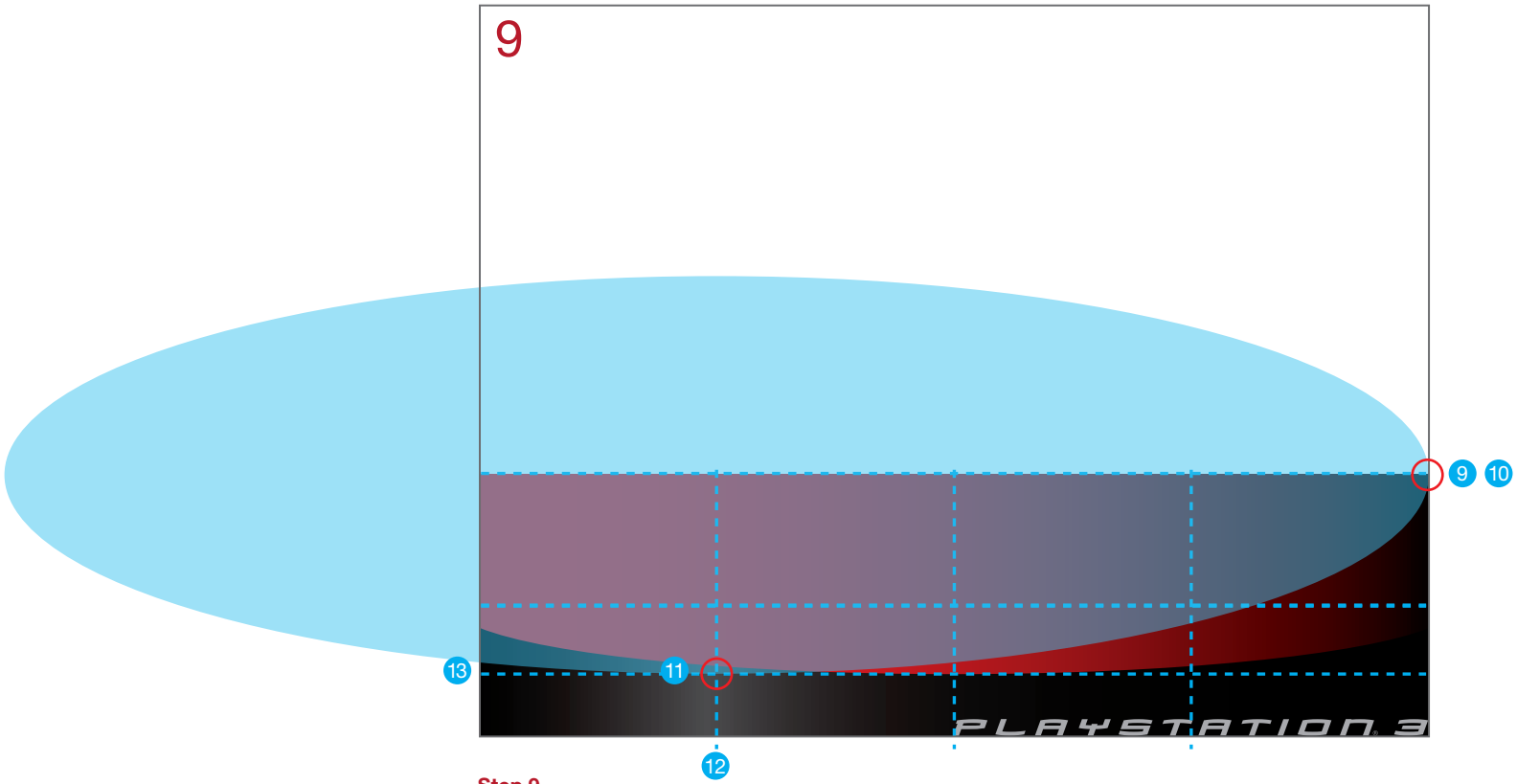
PLAYSTATION®3 PRODUCT ANCHOR DEVICE - HOW TO CREATE

WHEN STANDARD PAPER SIZES DO NOT APPLY

When there is a need to create an item that cannot be scaled from any of the templates shown in this guideline document, follow this step by step guide to create an anchor device relevant to the item you are creating.



Step 9

Create an ellipse and arrange as above, making sure the ellipse's right-hand sided midpoint (9) lines up with the top right-hand corner of the red graduated box (10). The bottom vertical midpoint (11) of the ellipse should line up with the midpoint (12) of the left half of the red graduated box and be pulled down to align with the midpoint horizontal guide you marked to find the horizontal midpoint (13)

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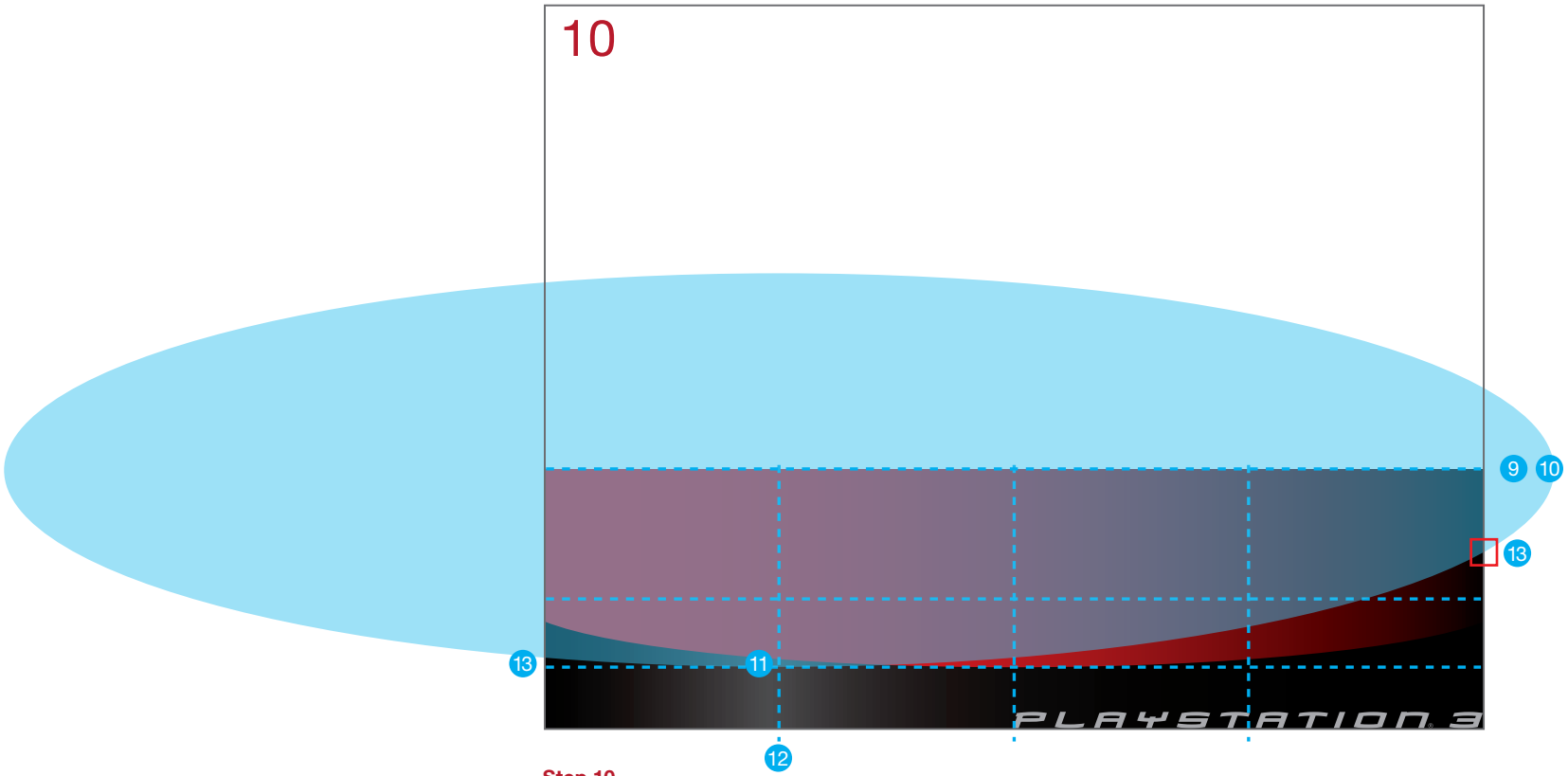
PLAYSTATION®3 PRODUCT ANCHOR DEVICE - HOW TO CREATE

WHEN STANDARD PAPER SIZES DO NOT APPLY



Step 10

Increase the ellipse's width by 10% keeping the height the same.Once this is done, the edge of the ellipse should touches the top right-hand corner of the red gradient box (14).

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PLAYSTATION®3 PRODUCT ANCHOR DEVICE - HOW TO CREATE

WHEN STANDARD PAPER SIZES DO NOT APPLY

When there is a need to create an item that cannot be scaled from any of the templates shown in this guideline document, follow this step by step guide to create an anchor device relevant to the item you are creating.

Step 11

Select both the ellipse and the red graduated box and go to **Pathfinder > Subtract.**
Then select **Expand** to create the red graduated part of the PLAYSTATION®3 Product anchor device and send it to the back. Make sure the red blend is set at 87% on the gradient options panel.

Step 12

Select the PlayStation® Family Product strip device and the red gradient part of the PLAYSTATION®3 Product anchor device. Make a **Copy** and go to **Paste in Front** to create a duplicate in the same position. Merge the duplicates together to create the shape indicated above. Select the red graduated shape and the new shape you have just created and go to **Pathfinder > Subtract.**

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PLAYSTATION®3 PRODUCT ANCHOR DEVICE - HOW TO CREATE

WHEN STANDARD PAPER SIZES DO NOT APPLY

When there is a need to create an item that cannot be scaled from any of the templates shown in this guideline document, follow this step by step guide to create an anchor device relevant to the item you are creating.

Step 13

Now select all the anchor elements and go to **Copy and Paste in Front** to create a duplicate in the same position. Merge the duplicates together to create the shape indicated above. Apply the silver gradient from the colour pallette.

Step 14

Send this new shape to the back and move up to just clear the top edge of the red and black gradient devices. You now have your artwork dividing line.

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PLAYSTATION®3 PRODUCT ANCHOR DEVICE - HOW TO CREATE

WHEN STANDARD PAPER SIZES DO NOT APPLY

When there is a need to create an item that cannot be scaled from any of the templates shown in this guideline document, follow this step by step guide to create an anchor device relevant to the item you are creating.

Step 15

Taking the PLAYSTATION®3 LOGOTYPE left on the device, insure that it positioned 10mm from the right hand edge and bottom edge respectively

Step 16

Insert the 'This Is Living' logo to the left of the PLAYSTATION®3 LOGOTYPE, insure that it positioned 10mm from the left hand edge and bottom edge respectively

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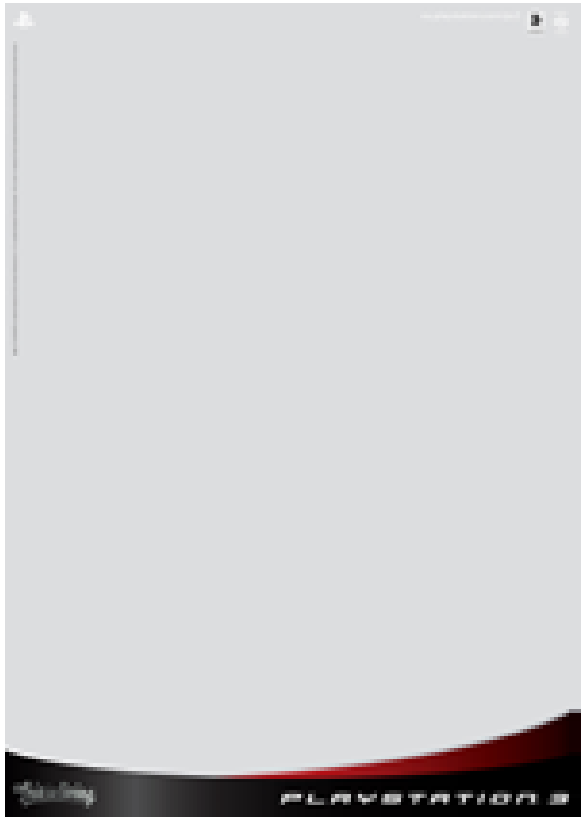
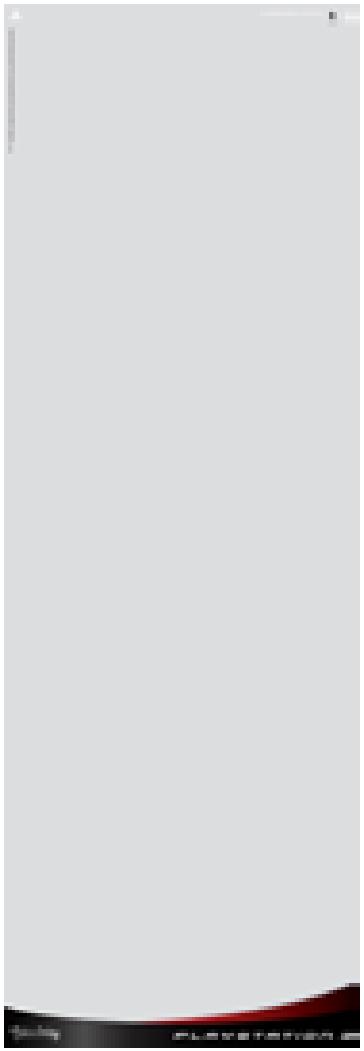
PLAYSTATION®3 PRODUCT ANCHOR DEVICE - POINT OF SALE

Examples of how the PLAYSTATION®3 Product Anchor Device is being used on a small selection of Software Point of Sale Materials

Bespoke Point of Sale items can be created and the PLAYSTATION®3 Product Anchor Device can be created to fit accordingly



Poster A1/A2



Banner Large/Small

Cube

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PLAYSTATION®3 “THIS IS LIVING” LOGO GUIDELINES

This is living rendered logotype with PLAYSTATION®3 logotype

This is living logotype is always to be used in conjunction with the PLAYSTATION®3 logotype, e.g, print, poster, TV, in-store.

x×2 is the distance between the logos

This is living mono logotype with PLAYSTATION®3 logotype

This is living logotype is always to be used in conjunction with the PLAYSTATION®3 logotype, e.g, print, poster, TV, in-store.

x×2 is the distance between the logos

Incorrect usage of the logos

Do not change the proportions

Do not outline the logo

Do not change the angles

Do not change the distance between the logos

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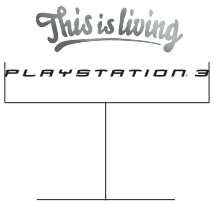
PLAYSTATION®3 “THIS IS LIVING” LOGO GUIDELINES

The permitted minimum size of the This is living logo
is dictated by the size of the PLAYSTATION®3 logo guidelines.



PLAYSTATION®3 logo minimum size
length = 30mm
length = 285pixels

Colour schemes of the mono This is living logotype

PLAYSTATION®3 must always appear in black or white

The This is living logotype will appear in many colours over the year, but will start in
Black, Red, White and the ‘rendered’ version for the launch campaign.

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PLAYSTATION®3 "THIS IS LIVING" LOGO GUIDELINES

Colour schemes of the rendered This is living logotype

PLAYSTATION®3 must always appear in black or white

The rendered This is living logotype appears within Above and Below the line Advertising and Point of Sale Materials
It is to be used as the main logo of communication when the mono white, black and red version are not being used.

The PLAYSTATION®3 Logotype must be accompanied by one of these "PS" Family marks:

PSF H2.eps

PSF S3-1.eps

PSF S4-1.eps

Both logos must appear on the same page or face.

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PLAYSTATION®3 TYPOGRAPHY

HELVETICA NEUE 55 ROMAN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
01234567890 áéîöü !@£$%&/? ®™

HELVETICA NEUE65 MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
01234567890 áéîöü !@£$%&/? ®™

PRIMARY FONT

Helvetica Neue is the primary font used for all headlines, sub-headings and copy within the PLAYSTATION®3 brand.

Helvetica Neue 55 Roman
To be used on all headlines and copy within printed and broadcast media.

Helvetica Neue 65 Medium
Used in cases where emphasis on a particular word or phrase is required in copy. It can also be used to define sub-headings within copy, or to distinguish side-notations and legends.

Don't italicise, distort or change the fonts in any way.

Please ensure the font is correctly installed according to the system requirements of your PC or Mac. Partner agencies working on behalf of SCEE must ensure they have taken the appropriate legal measures to purchase and use these fonts.

Helvetica Neue is available from http://www.fontworks1.type.co.uk

POINT SIZE HIERARCHY

1. Primary headline
2. Lead copy
3. Body copy and sub-headings
4. Legends*, side-notations, technical specifications
5. Legal copy

Always ensure there is an unambiguous contrast between your chosen hierarchical steps. For example, don't make sub-headings at 10pt, and body copy at 9pt. Rather keep them at the same point size and create contrast through font weight or colour.

* Point size hierarchy between steps 3 and 4 is not required

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MORE TYPOGRAPHY

KERNING AND TRACKING

All copy, including URLs and headlines, are set at the following values, according to which layout application you use.

Illustrator, InDesign & Photoshop
Kerning is set to 0
Tracking is set to 0

Quark XPress
Tracking is set to 0
Auto-kern in the preferences is on

Macromedia Freehand
Tracking is set to 0

PARAGRAPH FORMATTING

Primary justification should be left. Centred text is also acceptable. Don't indent paragraphs.

Illustrator
Every-line Composer is turned on.
Optical Margin Alignment is turned on.

InDesign
Paragraph Composer is turned on.
Optical Margin Alignment is turned on.

Photoshop
Every-line Composer is turned on.

LEADING

Besides headlines, all typographic content must be 130% of the relative point size.

Example
To work out leading for copy at 9pt:
(9pt/100) x 130 = 11.7pt (TBC)

Quark XPress
Set auto-leading to 30% (Found in Preferences > Paragraphs)

TEXT FORMATTING

Use the '>' or '•' characters within Helvetica Neue 55 Roman for bulletpoints.
Use '_' for application forms.

Underline URLs and email addresses.

HEADLINE FORMATTING

Headlines made in Photoshop for internet usage must have anti-aliasing method set to "Smooth".

Headlines must be in sentence case.

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MERCHANDISE FOR FLEXIBLE MATERIALS

FLEXIBLE MATERIALS

Merchandise made of flexible materials are items such as fabric, metal, wood and other materials where litho printing in full colour is not possible. On these items only use the “PS” Family Logo and/or the PLAYSTATION®3 Logo. As well as the standard usage guidelines of these logos, the following should also be implemented:

Where possible, use both logos. If the item is too small, use the “PS” Family Logo on brand/corporate related merchandise and use the PLAYSTATION®3 Logo on software format related merchandise.

On larger merchandise such as T-shirts, towels or carrying cases, the logos should appear no larger than 25% of the actual size of the item itself or 25% of a single 'face panel' if the item has multiple panels such as umbrellas or cubic objects.

On smaller merchandise such as key rings, badges or pens, the logo should appear no larger than 80% of the actual size of the item itself.

Do not repeat either the “PS” Family Logo or the PLAYSTATION®3 Logo on the same item of merchandise.

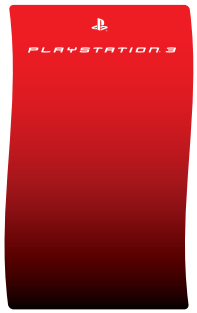
One of the 3 versions of the “PS” Family Logo shown in section 8.01 - TRADEMARK AND LOGO USAGE FOR PLAYSTATION®3 LOGOTYPE AND “PS” FAMILY LOGO should be used on all merchandise for PLAYSTATION®3.

○ Correct

× Incorrect

○ Correct

× Incorrect



Face Towel

Key ring

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TRADEMARK AND LOGO USAGE FOR PLAYSTATION®3 LOGOTYPE AND "PS" FAMILY LOGOS 8.01

CORRECT USAGE OF LOGOS

Reproduce the form correctly

PLAYSTATION®3_Logotype.eps

When the PlayStation® Family Brand device is not present, the PLAYSTATION®3 Logotype must be accompanied by one of these "PS" Family marks:

PSF H2.eps

PSF S3-1.eps

PSF S4-1.eps

PSF H2.eps PSF S3-1.eps PSF S4-1.eps

Both logos must appear on the same page or panel.

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INCORRECT USAGE OF LOGOS

INCORRECT USAGE OF LOGOS

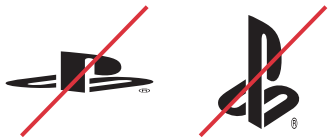
Do not change the proportions or shape.

Do not add a drop shadow.

Do not outline the characters.

Do not change the position of the "®" mark.

Do not add gradients to the logo.



Do not change the scale.

Do not slant.

Do not distort.

Do not change the size of the PSF-S3.eps frame.

Do not change the position of the ® .

Do not use different colours for each part of the logo.

Do not add gradients to the logo.

Do not add patterns to the logo.

Do not change the size of the PSF-S4.eps border.

Do not add gradients to the background.

Do not use different colours.

Do not combine with other trademarks.

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INCORRECT USAGE OF THE PLAYSTATION®3 LOGOTYPE

INCORRECT USAGE OF THE PLAYSTATION®3 LOGOTYPE

Always ensure that the logo stands out by not combining it with other elements, such as figures or characters.

Common incorrect usages

Do not combine with other trademarks

Do not combine with other trademarks

Do not group the logo with other figures or characters

Do not group the logo with other figures or characters

Do not allow any part of the logo to be omitted

Do not allow any part of the logo to be omitted

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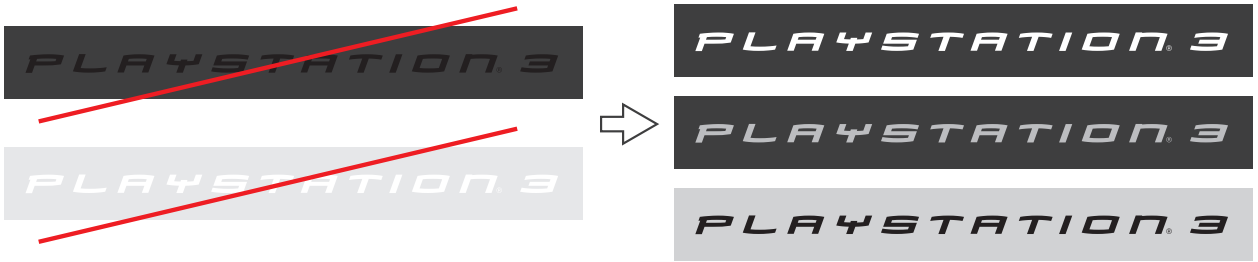
INCORRECT USAGE OF THE PLAYSTATION®3 LOGOTYPE

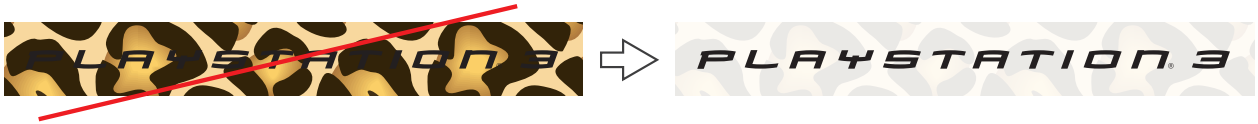
INCORRECT USAGE OF THE PLAYSTATION®3 LOGOTYPE

Ensure that the logo stands out by considering appropriate colour combinations and positioning.

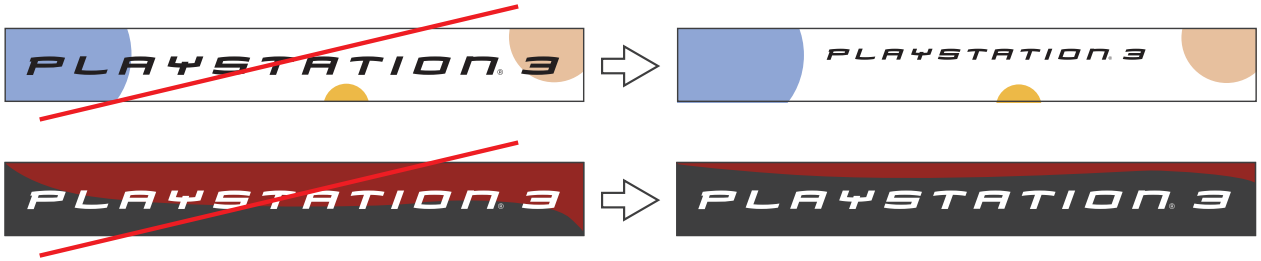
– Avoid using a background colour that merges with any of the logo colours



– Do not use complicated backgrounds that interfere with the logo



– Do not superimpose the logo on other figures or characters



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COLOUR PRESENTATION OF THE PLAYSTATION®3 LOGOTYPE

COLOUR PRESENTATION OF THE PLAYSTATION®3 LOGOTYPE

Follow the guidelines below when presenting the logo in colour.

– The logo must be in one colour

INCORRECT COLOUR PRESENTATIONS

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MINIMUM SIZE AND ISOLATION ZONES OF LOGOS

MINIMUM SIZE OF THE LOGOTYPE

A minimum size is prescribed for logotype usage to ensure proper recognition.

The permitted minimum size of the logotype is shown below. However, if the smaller logotype fails to clearly represent the original logotype, it must be changed to a size that can be recognised as being the same as the original.

The “®” symbol of the logo of L=67mm (L=550 pixels) or less should be H=0.7mm (H=7pixels)

When using the logotype at any size between L=24mm - L=29mm (L=115 pixels - L=284 pixels), the ® symbol can be deleted.

ISOLATION ZONE

Always display the logotype so that it stands out clearly.

Maintain sufficient space around the logotype.

Avoid placing any other elements within the isolation zone, as shown below.

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LOGO USAGE FOR “PS” FAMILY LOGOS

MINIMUM SIZE OF THE LOGO

A minimum size is prescribed for logo usage to ensure proper recognition.

The permitted minimum size of the logo is shown below. However, if the smaller logo fails to clearly represent the original logo, it must be changed to a size that can be recognised as being the same as the original.

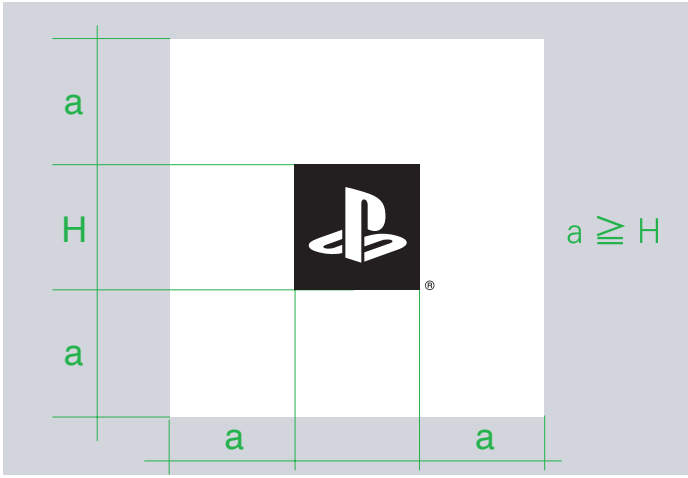
The minimum size of the "PS" Family Logo H2, S3-1, or S4-1 is (H) = 10mm.

ISOLATION ZONE

Always display the logo so that it stands out clearly.

Maintain sufficient space around the logo.

Avoid placing any other elements with the isolation zone, as shown below.



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USAGE FOR ®, ™ AND TRADEMARK NOTICE

TRADEMARK NOTICE

Trademark notices must be included in the material containing the “PS” Family Logo and the PLAYSTATION®3 Logotype.

When no other terms related to “PlayStation” except “PLAYSTATION®3” and “PS” Family Mark are in use, use the following:

“ ” and “PLAYSTATION” are registered trademarks of Sony Computer Entertainment Inc.

Use all uppercase letters

When other terms related to “PlayStation” in addition to “PLAYSTATION®3” are in use, use the following:

“ ” “PlayStation” and “PLAYSTATION” are registered trademarks of Sony Computer Entertainment Inc.

Mention both the terms as it appears in use and the term in all uppercase letters

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USAGE FOR ®, ™ AND TRADEMARK NOTICE

USE OF ® AND TM TRADEMARKS

The trademark is used to differentiate own brand products from other brand products.
® is an abbreviation and means "Registered Trademark". TM is an abbreviation and means an application has been made to register the trademark.

When any logo or logotype belonging to the "PS" Family product range is to be used, ® or TM will be attached according to each logo or logotype to indicate the registered trademark (=®) or the trademark for which an application has been made for registration (= TM).

Include the specified size ® or TM in the specified position of each logo or logotype to be used.

○ Use the logo or logotype in the following way:

PLAYSTATION 3

× Do not use the logo or logotype in the following ways:

PLAYSTATION 3

Colour

® or TM is usually displayed in black or cut-out (except when a specific colour or single colour is used). If it is attached to the logotype, the same colour as the logotype can be used.

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USAGE FOR ®, ™ AND TRADEMARK NOTICE

USAGE OF TRADEMARK IN RUNNING TEXT

The trademark must be used correctly.

- Do not change the spelling (including use of uppercase and lowercase letters).

eg. PLAYSTATION®3

no space

PlayStation®3 PlayStation®III

- Do not use in combination with other trademarks or with words and phrases that have not been approved.

GoGoPLAYSTATION®3 PLAYSTATION®3community

The trademark must be distinguished from other terms in use.

- Always add “®” to the trademark.

eg. PLAYSTATION®3 is the most powerful…

Do not use the logo in titles or running text.

eg. software for the PLAYSTATION 3 system

Avoid line breaks within a trademark.

eg. This disc is software for the PLAYSTATION®
3 system

USAGE OF ABBREVIATED TRADEMARK

If the following conditions are met, the short term “PS3” can be used:

- If it is not used as a part of the name of a software title or peripheral.
- If it is not used in expressions such as “for PLAYSTATION®3”
- If the full term “PLAYSTATION®3” is used in at least one place on the same page or panel.

Usage rules for the trademark must be followed when using “PS3”

- Do not change the spelling (including use of uppercase and lowercase letters).
- Do not use in combination with other trademarks or with words and phrases that have not been approved.
- Avoid line breaks within a trademark.

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PLAYSTATION®3 PROMOTION LOGO

USAGE OF PROMOTION LOGO

Objectives: Use of the PLAYSTATION®3 promotion logo is recommended for PLAYSTATION®3 promotions

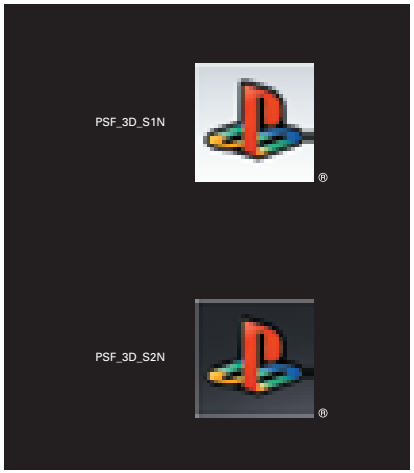
The PLAYSTATION®3 promotion logo is for use on hardware, software and peripherals for content based on PLAYSTATION®3 format, as well as supporting materials, supplied materials, advertisements and sales promotion materials for such products by SCEE, SCEI and third party Licensees with permission to use it under contract from SCEI

Light background

PSF_3D_S1P

PSF_3D_S2P

Dark background



PS3_3D

Always use a black background.

The PS3_3D logotype can not be used alone. It must be used with the PS™ Family mark on the same medium. When using the PS3_3D logotype, the same or similar typeface can not be used on the same medium for anything other than the logo.

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PLAYSTATION®3 PROMOTION LOGO

Always use the logo in its authorized proportions.
These logo can not be changed in any way. They must be used as it.

The PS3_V logo mark can be used when there is insufficient space to display the PLAYSTATION®3 logotype.
This logo can not be used alone. It must be used with the PS™ Family mark on the same medium.
Only specific colours can be used to display the logo. Do not use non-authorized colours.

PS3_V_RBP

PS3_V_RP

PS3_V_BP

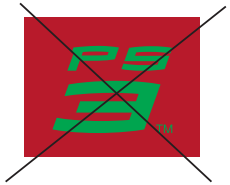
PS3_V_RBN

PS3_V_RN

PS3_V_BN

Incorrect usage of the logos

Do not change the background colour



Do not change the PS3™ colour to a non-authorized colour

Do not change the shape of the background square

Do not change the proportions of the background square

Do not distort, rotate, shear, outline or apply any kind of effect to the PS3™ mark

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PLAYSTATION®3 PROMOTION LOGO - MINIMUM SIZE AND ISOLATION ZONE

A minimum size is prescribed for use of logo to ensure proper recognition

Minimum size and isolation zone

The permitted minimum size of the logo is shown below. However, if the smaller logo fails to clearly represent the original logo, it must be changed to a size that can be recognised as being as the same as the original. In order for the logo to be seen clearly, make sure there is enough space surrounding it. Avoid placing other elements within the isolation zone, as shown below:

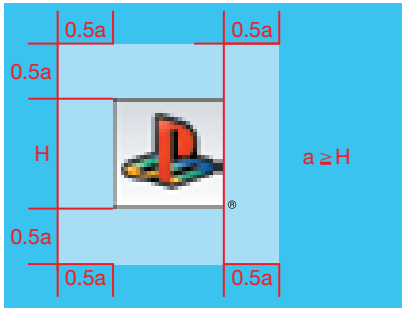
PSF_3D logo mark

Minimum size

H≧8mm
H≧30pixels

The ® symbol of the logo of H=15mm (L=75 pixels)
or less should be ø=1mm (ø=7 pixels)

Isolation zone



PSF_3D logotype

Minimum size

The ® symbol of the logo of L=97mm (L=550 pixels)or less should be ø=1mm (ø=7 pixels)

L=29mm (L=284 pixels) ~ L=24mm (L=115 pixels)
Due to space considerations, the ® symbol can be deleted within this range

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PLAYSTATION®3 PROMOTION LOGO - MINIMUM SIZE AND ISOLATION ZONE

PS3_V logo mark

Minimum size

L ≧ 8mm
L ≧ 33pixels

The ™ symbol of the logo of L=8,, (L=33pixels) or less should be 1.4mm(L=7pixels)

Isolation zone

There are no particular rules for the PS3_V logo mark isolation zone

TRADEMARK NOTICES OF PROMOTION LOGO

When no other terms related to the “PlayStation” except “PLAYSTATION®3” and “PS family mark” are in use, use the following:

“” and “PLAYSTATION” are registered trademarks of Sony Computer Entertainement Inc.

When other terms related to “PlayStation” in addition to “PLAYSTATION®3” are in use, use the following:

“”, “PlayStation” and “PLAYSTATION” are registered trademarks of Sony Computer Entertainement Inc.

When no other terms related to “PlayStation” except PS3_V logo mark and “PS family mark” are in use, use the following:

“” is a registered trademark of Sony Computer Entertainement Inc.
“” is a trademark of Sony Computer Entertainement Inc.

When other terms related to “PlayStation” in addition to PS3_V logo markare in use, use the following:

“” and “PLAYSTATION” are registered trademarks of Sony Computer Entertainement Inc.
“” is a trademark of Sony Computer Entertainement Inc.

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PLAYSTATION®3 EVENT GUIDELINES

When promoting/supporting a PLAYSTATION®3 event or producing an identity to be used in conjunction with a campaign there are a series of rules to consider:

Do not mimic th PLAYSTATION®3 logotype to create any new logos.

Do not mimic the PlayStation®, PlayStation®2 or PSP® (PlayStation® Portable) logos/logotypes to create a new logo or identity for PLAYSTATION®3

Do not take the P, S and 3 from the PLAYSTATION®3 logotype to form a shortened horizontal version.

Use of the PS3_V logo mark is permitted when used within the guidelines set out in section 9.01 - 9.04

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PLAYSTATION®3 ONLINE - LOGO RESTRICTIONS

MINIMUM SCREEN LOGO SIZES

Below are the minimum permitted sizes for the PLAYSTATION®3 logotype and the PlayStation® Family logo online versions

PlayStation® Family logo

18 x 14 px

PLAYSTATION®3 logotype

124 x 4 px

PLAYSTATION®3 alternate logo (this should only be used in instances when the full logo cannot fit into its required location at its minimum permitted size)

30 x 24 px

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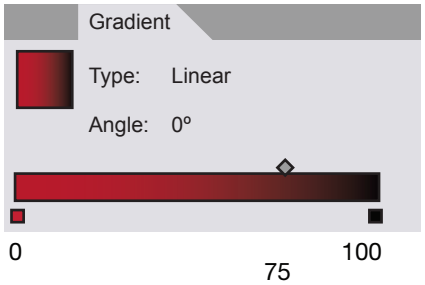
PLAYSTATION®3 ONLINE - WEB COLOUR BREAKDOWN

WEB BASED RED GRADIENT

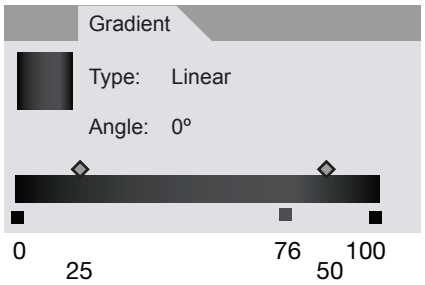


RGB 196.18.48

RGB 2.0.0

If the PLAYSTATION®3 Anchor device is used at the top of an online page than the Red Gradient will be mirrored

WEB BASED BLACK SHINE



RGB 76.77.79

RGB 0.0.0

If the PLAYSTATION®3 Anchor device is used at the top of an online page than the Black Shine will be mirrored

COLOUR PROPORTION USEAGE

Image Space	76%
Red Gradient	8%
Black Gradient	16%
Grey Highlight	2%

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PLAYSTATION®3 ONLINE - TYPEFACES AND FONT USEAGE

PERMITTED ONLINE TYPEFACES - GRAPHICAL

Graphical heading typeface - Helvetica Neue LT57 Cn

Helvetica Neue LT57 Condensed

Helvetica Neue LT57 Condensed is the official online PLAYSTATION®3 typeface. Its use should be limited to graphical text elements (such as Flash replacement text on the PlayStation Portal) or for graphical text elements on external brand sites that need to be in keeping with the central creative.

SUGGESTED MAXIMUM AND MINIMUM FONT SIZES

Helvetica Neue LT57 Cn 30pt

Helvetica Neue LT57 Cn 18pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PERMITTED ONLINE TYPEFACES - SYSTEM TEXT

System text body copy typeface - Arial

Arial Regular

As a substitute for Helvetica Neue LT57 Condensed, Arial Regular is used for system text body copy.

SUGGESTED MAXIMUM AND MINIMUM FONT SIZES

Arial Regular 14pt

Arial Regular 10pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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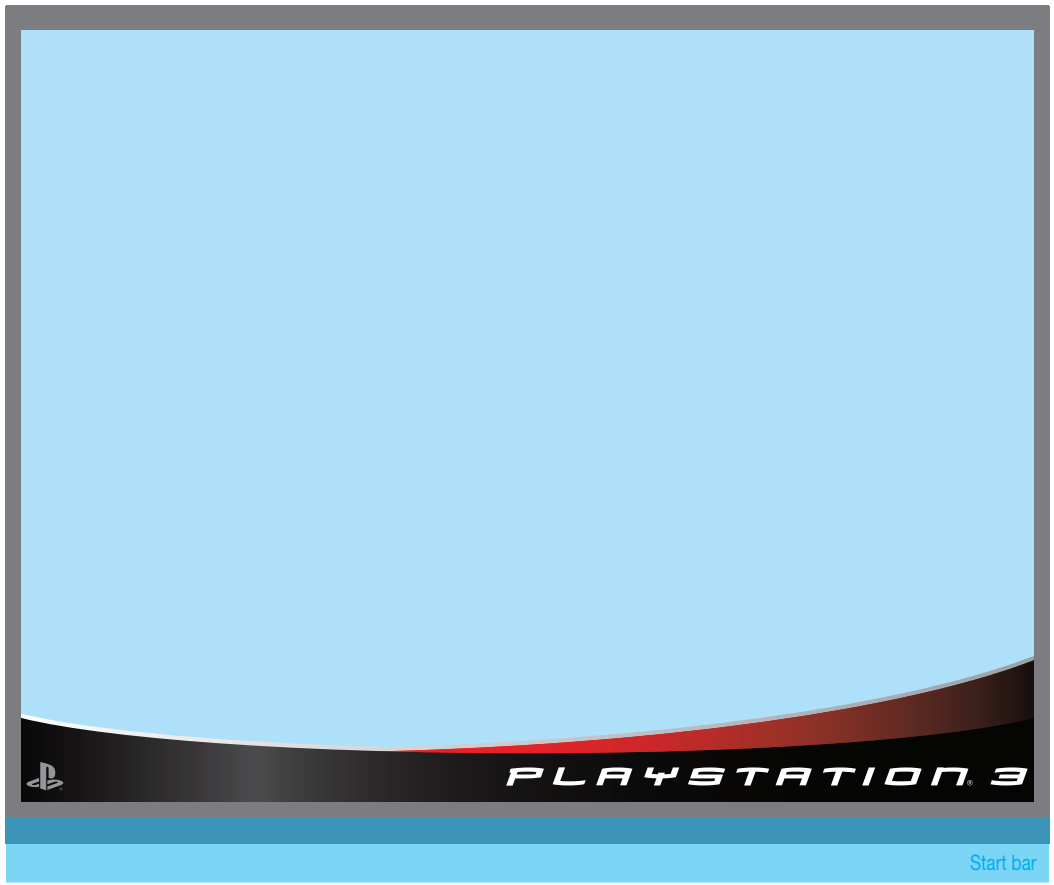
PLAYSTATION®3 ONLINE - WALLPAPER TEMPLATE

PC WALLPAPERS



PC Wallpapers are produced in 3 sizes:

1280 x 1024 px
1024 x 768 px
800 x 600 px

There is a gutter of 30 px at the bottom of each wallpaper to account for the Start bar on a Windows PC.

Additionally, there is a 20 px exclusion zone around all four sides in which no logo is to appear.

The PLAYSTATION®3 footer device is to remain untouched but imagery can be placed behind it.

SCEE will provide an Adobe®Photoshop® template file for each size on request.

Note: the proportions of the PLAYSTATION®3 Anchor Bar containing the PLAYSTATION®3 Logotype and PlayStation® Family logo are fixed in size, proportion and colour and should not be edited in any way

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PLAYSTATION®3 ONLINE - URL TYPEFACE USEAGE

URL TYPEFACE

eu.playstation.com/ps3

Helvetica Neue 65

URL TYPEFACE EXCLUSION ZONE

eu.playstation.com/ps3

a-height exclusion zone

USAGE ON BLACK AND WHITE AND COLOUR

eu.playstation.com/ps3

eu.playstation.com/ps3

eu.playstation.com/ps3

Correct Useage

eu.playstation.com/ps3

Incorrect Useage

RESTRICTIONS

eu.playstation.com/ps3

Correct Useage

eu.playstation.com/ps3

Incorrect Useage - do not bend

eu.playstation.com/ps3

Incorrect Useage - do not shear

eu.playstation.com/ps3

Incorrect Useage - do not distort

www.eu.playstation.com/ps3

Incorrect Useage - do not add www.

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PLAYSTATION®3 POWERPOINT PRESENTATIONS

Style guide for Digital Sale Flyers

Suggested: Font use and font size
All screenshots should be displayed at 16:9 ratio
Blue background indicates background artwork space and can be changed to suit. Examples shown right.

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